United Nations E/AC.51/2014/L.4/Add.23

# Economic and Social Council

Distr.: Limited
27 June 2014

Original: English

**Committee for Programme and Coordination**
**Fifty-fourth session**
2-27 June 2014
Agenda item 7
**Adoption of the report of the Committee on its fifty-fourth session**

## Draft report

*Rapporteur*: Mr. Hiroshi **Onuma** (Japan)

**Addendum**

## Proposed strategic framework for the period 2016-2017
(*Item 3 (b)*)

### Programme 24
### Public information

1. At its 20th meeting on 13 June 2014, the Committee considered programme 24, Public information, of the proposed strategic framework for the period 2016-2017 (A/69/6 (Prog. 24 and Corr.1)).

2. The representative of the Secretary-General introduced the programme and responded to queries raised during the Committee's consideration of the programme.

**Discussion**

3. Appreciation was expressed for the work of the Department and the critical role it played in delivering the message of the United Nations globally.

4. Delegations highlighted the essential role of the United Nations information centres in outreach activities, including in the dissemination of information on United Nations activities. In that regard, the question was raised as to how the Organization viewed the future role of the centres and how the Department would continue to support them.

5. The work of the Department in underscoring the Secretary-General's emphasis on delivering results, on accountability and on gender equality and the

14-56495 (E) 020714

Please recycle

empowerment of women, while addressing global challenges for the common good and fully complying with the mandates given by Member States, was welcomed.

6. Delegations stressed the importance of multilingualism and parity in respect of the six official languages of the United Nations. It was highlighted that the quality of the interpretation and translation services was of utmost importance to the intergovernmental process, and in that regard a question was raised regarding the electronic translation of documents and how the Organization could ensure the quality of documents produced in that way. Concerns were raised regarding the fact that some public information materials and website content were only produced in English, or English and French, and clarification was sought as to why they were not available in the six official languages and whether the limitation was a result of budgetary constraints. The view was expressed that the current efforts of the Department to observe multilingualism were insufficient, and queries were raised regarding additional measures undertaken by the Department to ensure language parity. Queries were also raised as to whether a cost-benefit analysis had been performed in respect of information products in non-official languages to ensure efficiency.

7. Clarification was sought regarding the reduced implementation rate in respect of the performance measures for the biennium 2012-2013, as reflected in the relevant programme performance report (A/69/144). Concerns were raised on the elimination of publications resulting from paper smart initiatives, and clarification was sought as to whether a survey had been conducted with end-users prior to discontinuation of the publications to determine its impact.

8. Advances achieved in the use of modern technology and the Department's adaptation to it were welcomed, but the necessity of retaining traditional media such as radio and printed products, was stressed. It was recalled that some countries had difficulties in accessing electronic information products and it was emphasized that user surveys as well as cost-benefit analyses should be conducted prior to the discontinuation of traditional forms of media. The view was also expressed that, since paper-smart meetings had only been approved by the General Assembly on a pilot basis, the Department should be more proactive in working with target audiences to determine whether they would like to receive documents in hard copy or electronically.

9. Clarification was sought regarding the Department's plan to explore the consolidation of certain units according to language.

10. The importance of the Dag Hammarskjöld Library as the custodian of United Nations historical documents was emphasized, and clarification was sought in respect of the progress made on the digitization of documents, including where those documents could be accessed.

11. The importance of the measurability of indicators was stressed, and the view was expressed that the indicators of achievement should be quantified to allow measurability and comparability against identified benchmarks.

**Conclusions and recommendations**

12. The Committee recommended that the General Assembly approve the programme narrative of programme 24, Public information, of the proposed

strategic framework for the period 2016-2017, subject to the following modifications:

**Overall orientation**

***Paragraph 24.1***

**Replace the second sentence with the following:**

**"In line with this mission, the Department creates and implements communications strategies; engages local audiences worldwide through its network of United Nations information centres; produces, promotes and delivers news and media products and services in all six official languages; and initiates and expands partnerships, outreach and knowledge-sharing."**

***Paragraph 24.2***

**At the end of the paragraph, add the phrase, "and 67/292".**

***New paragraph 24.5***

**After paragraph 24.4, insert a new paragraph 24.5, to read as follows:**

**"The Department emphasizes the importance of the equality of the six official languages of the United Nations, with a view to ensuring their full and equitable treatment in the activities of the Department of Public Information of the Secretariat."**

**Renumber subsequent paragraphs accordingly.**

***Paragraph 24.6 (formerly paragraph 24.5)***

**Replace the first sentence with the following:**

**"To accomplish its mission, the Department takes the following core approaches in its work with an overall emphasis on multilingualism from the planning stage: strategic working relationships with the substantive departments and offices of the Secretariat and organizations of the United Nations system; enhanced use of the latest information and communications technologies in both traditional and new media in order to deliver information directly and instantaneously worldwide; and the promotion of multilingualism and the parity of all six official United Nations languages in the preparation of news and communications products."**

**Subprogramme 1**
**Strategic communications services**

***Indicators of achievement***

**At the end of indicator (b), add the phrase "overall and per official language".**

**At the end of indicator (c) (ii), add the phrase "overall and per official language".**

**Strategy**

***Paragraph 24.8 (formerly para. 24.7)***

**Replace the third sentence with the following:**

**"Specially designated information centres will assist other centres in their respective regions in sharing expertise and resources and in developing messages and communications campaigns tailored to regional or subregional needs, taking into account the linguistic dimension of target audiences."**

***Paragraph 24.9 (formerly 24.8)***

**Replace the first sentence with the following:**

**"In order to enhance public understanding of the objectives and activities of the Organization, information products will be created in all six official languages and in local languages."**

**Subprogramme 2**
**News services**

***Expected accomplishments of the Secretariat***

**At the end of expected accomplishment (a), add the phrase "that are produced in all six official languages".**

**At the end of expected accomplishment (b), add the phrase "in all six official languages".**

***Indicators of achievement***

**At the end of indicator (a) (i), add the phrase "overall and per official language".**

**Replace indicator (a) (ii) with the following:**

**"(ii) Increased partnerships with radio and television broadcasters and rebroadcasters, by language and by region (official and non-official)"**

**At the end of indicator (b), add the phrase "in all six official languages".**

**Strategy**

***Paragraph 24.12 (formerly 24.11)***

**Replace the first sentence with the following:**

**"The objective will be accomplished through the timely production and delivery of accurate, balanced and, where feasible, customized news and information materials (text, video, audio and photo) and services to the media and other consumers, including**

**through the use of the newest web-based and mobile distribution platforms, with an overall emphasis on multilingualism from the planning stage."**

**Replace the second sentence with the following:**

**"Multilingualism will remain a strong focus, with increased production on an equitable basis, through partnerships with global broadcasters, of original news products in all official and non-official languages, by the reordering of priorities, as necessary."**

***Paragraph 24.13 (formerly 24.12)***

**At the end of the paragraph, add the phrase "that are produced in all six official languages".**

***Paragraph 24.14 (formerly 24.13)***

**Replace the paragraph with the following:**

**"As efficiencies gained through the acquisition of the Media Assets Management System and other tools are examined under the subprogramme, some reorganization of job descriptions and responsibilities will occur. To ensure the continued quality and quantity of programmes and to strengthen multilingualism, the Department will explore the consolidation of certain units according to language, with a view to covering all six official languages on an equitable basis."**

**Subprogramme 3**
**Outreach and knowledge services**

***Expected accomplishments of the Secretariat***

**Replace expected accomplishment (a) with the following:**

**"(a) Broader reach of United Nations multilingual information through various media and services and through expanded partnerships with other entities"**

***Indicators of achievement***

**At the end of indicator (a) (iii), add the phrase "overall and per official language".**

**At the end of indicator (a) (iv), add the phrase "in all six official languages".**

**Replace indicator (b) (ii) with the following:**

**"(ii) Increased internal communications through the use of iSeek and deleGATE, with a view to benefiting Member States through access to those new tools, as requested in General Assembly resolutions."**

**Strategy**

***Paragraph 24.17 (formerly paragraph 24.16)***

**Replace the first sentence with the following:**

**"To reach a broader segment of the global public, the Division will continue to develop new multilingual constituencies, including institutions of higher education and research, through the United Nations Academic Impact initiative."**

**Legislative mandates**

**Insert the following after 67/155: "67/292 Multilingualism".**